

**Puget Sound Partnership
Public Engagement and Stewardship Program Overview
Agenda Item #04a**

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Proposed Action: Program briefing – No action required

Summary:

The Partnership's public engagement and stewardship program covers those social strategies aimed at the broader Puget Sound public: that portion of Puget Sound's 4.3 million residents not directly engaged in the Partnership's activities, boards, management, or advisory groups.

This briefing will describe the Partnership's social strategies progress to date, upcoming work, the role of federal funding, and the overarching strategy behind these efforts.

Background:

Section E.4 of the Action Agenda outlines a unique three-pronged approach to the public stewardship of Puget Sound: 1) Issue Awareness and Understanding, 2) Changing Practices and Behaviors, and 3) Social and Institutional Infrastructure.

Strongly rooted in social science, and developed based on decades of lessons learned, we believe this integrated approach presents our best chance of success. Although still young in its implementation, this novel approach has already received recognition.

This information has not previously been presented to the Leadership Council, although some Council members have been exposed to the material in other contexts. Related briefings have been presented to the Watershed Leads, Salmon Recovery Council, stormwater NGOs and funders, stormwater municipalities, ECO-Net coordinators, EPA, and other partners.

Analysis: NA

Staff Recommendation: NA

Next Steps: NA

Attachments:

- *Action Agenda Section E.4 – Social Strategies*
- *Puget Sound Starts Here activity summary*
- *Connect with the Puget Sound Partnership factsheet*